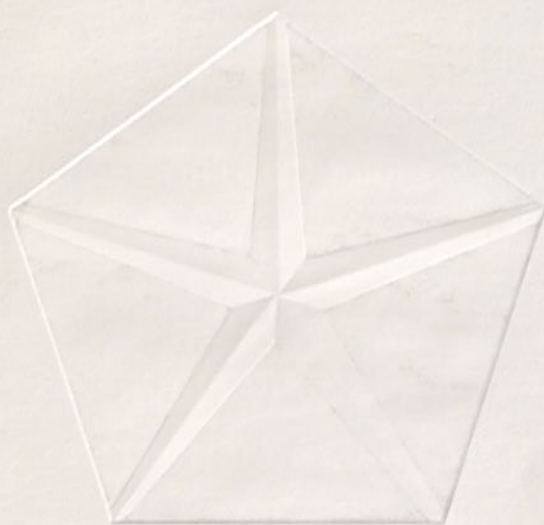


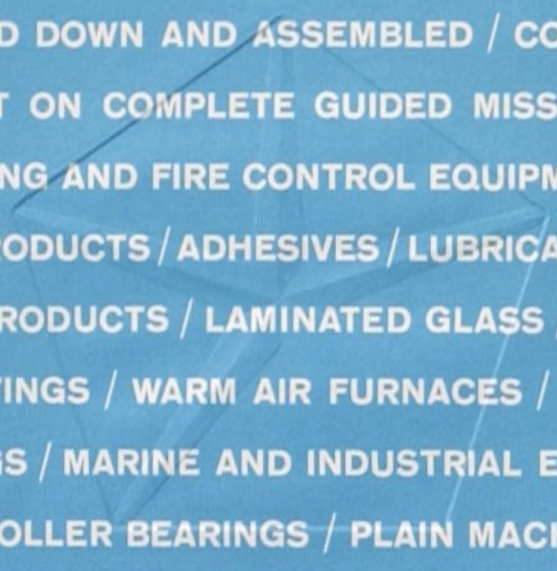
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Special Issue

DESIGN SENSE®

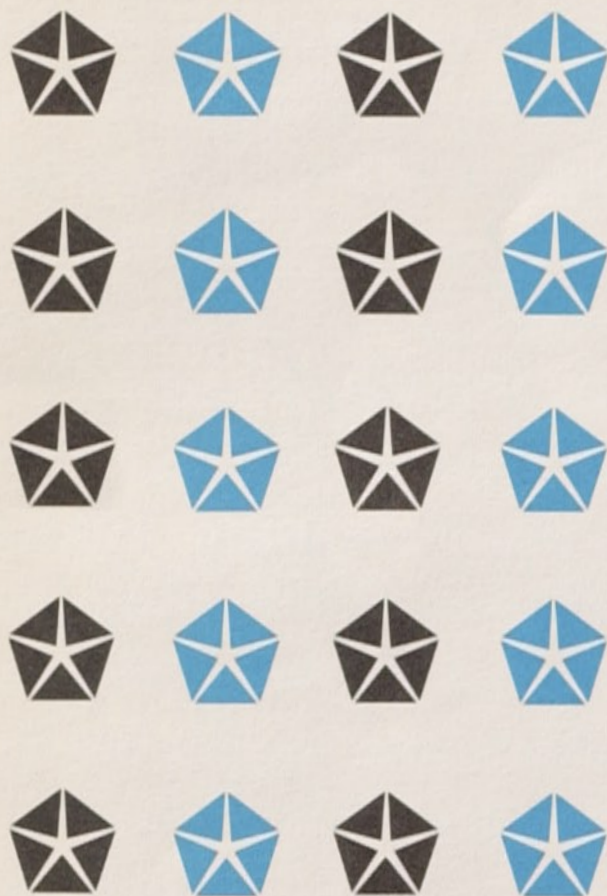


CHRYSLER
CORPORATION



PASSENGER CARS, KNOCKED DOWN AND ASSEMBLED / COMPLETE GUIDED MISSILES /
RESEARCH & DEVELOPMENT ON COMPLETE GUIDED MISSILES / MILITARY TANKS AND
TANK COMPONENTS / SIGHTING AND FIRE CONTROL EQUIPMENT / MISSILE COMPONENTS
POLISHING AND RELATED PRODUCTS / ADHESIVES / LUBRICATING AND INDUSTRIAL OILS /
MISCELLANEOUS RUBBER PRODUCTS / LAMINATED GLASS / CHEMICALS / GLASS PROD-
UCTS / ALUMINUM DIE CASTINGS / WARM AIR FURNACES / PARTS FOR HEATING EQUIP-
MENT / CAR BODY STAMPINGS / MARINE AND INDUSTRIAL ENGINES / SPECIAL DIES AND
TOOLS / BALL BEARINGS / ROLLER BEARINGS / PLAIN MACHINE BEARINGS / PACKAGED
AIR CONDITIONING / COMPRESSOR & COMPRESSOR UNITS / CONDENSING UNITS /
MACHINED CASTINGS / TRUCKS / PARTS AND ACCESSORIES FOR PASSENGER CARS &
TRUCKS / PROPELLER SHAFTS / STEERING COLUMN TUBES / AXLE FLANGES AND ELEC-
TRICAL COMPONENTS FOR PASSENGER CARS / AIR FRAMES FOR GUIDED MISSILES /
RESEARCH AND DEVELOPMENT FOR GUIDED MISSILE COMPONENTS & RELATED PARTS

DESIGN SENSE®



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A world-wide industrial enterprise moves steadily into new prominence under strong leadership.

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After long research, the crisp and classic Pentastar becomes Chrysler's corporate mark.

Profits in Planning: Dealerships 15

Implementation of Corporate Identity among dealerships is essential for future growth.



A MARKETING PUBLICATION OF LIPPINCOTT & MARGULIES, INC., INDUSTRIAL DESIGNERS AND MARKETING CONSULTANTS, 430 PARK AVENUE, NEW YORK 22, NEW YORK. IN CANADA LIPPINCOTT & MARGULIES INTERNATIONAL, LTD., 481 UNIVERSITY AVENUE, TORONTO, ONTARIO, CANADA. NO PART OF THIS PERIODICAL MAY BE REPRODUCED WITHOUT WRITTEN CONSENT. LIPPINCOTT & MARGULIES, INC. 1964

When a corporation consciously and systematically works to create and implement a clear, consistent and favorable impression on all its publics through its visual and verbal communications, then it has undertaken what is known as a Corporate Identity system.

Focal point of the Corporate Identity system of the Chrysler Corporation is the Pentastar. It has been designed as a bold, memorable and unique symbol denoting the stability and precision of the corporation. Increasingly, wherever the far-flung Chrysler operations occur, the Pentastar signals the integrity and the identity of one of the world's leading industrial enterprises, the Chrysler Corporation.

The crisp, clean, classic symbol also signals one of the most thorough-going Corporate Identity systems ever mounted on behalf of a major corporation. The Chrysler program is being implemented in great detail and with compelling vigor through top management direction at the corporation's headquarters in Detroit. We at Lippincott & Margulies, our design and marketing teams, are proud to be closely associated with this program as we have been from its inception.

John Lippincott — *Robert Margulies*



INDUSTRIAL PRODUCTS DIVISION



EXPORT-IMPORT DIVISION



MARINE DIVISION



CHRYSLER DIVISION



AMPLEX DIVISION



DODGE DIVISION



AIRTEMP DIVISION



IMPERIAL DIVISION



DEFENSE DIVISION



PLYMOUTH DIVISION



CHEMICAL DIVISION



PARTS DIVISION



SPACE DIVISION



MISSILE DIVISION



Introduction: Chrysler Ascendancy



"The Chrysler Corporation has embarked on a determined program of growth. Its Corporate Identity system is another visual expression of this coordinated, total effort. It is intended to symbolize in the public's mind, in a forceful and consistent way, the continuing progress of the Chrysler Corporation as a major, world-wide industrial enterprise."

*Lynn A. Townsend
President, Chrysler Corporation*

The Chrysler Corporation is one of the world's leading industrial enterprises.

It is a progressive and diversified company whose products are marketed in more than 120 countries throughout the world. Its productive resources and achievements in scientific research are outstanding.

Chrysler's products are predominantly in the automotive field, of course. But the company's diversification has extended into national defense and space operations, air-conditioning products, marine and industrial engines, chemicals and powdered metals.

In the automotive field, Chrysler's 100 different models of precision-engineered cars, that include the brand lines of Plymouth, Dodge, Chrysler and Imperial, have handsomely increased their share of the market.

In his 1963 year-end statement, Chrysler President Lynn A. Townsend was able to report that in the first eleven months of the year, Chrysler sold 878,820 cars in the U.S., an increase of more than a quarter of a million units over the corresponding period of 1962. On a percentage basis, this was a gain of better than 40%.

Similar sales gains were made by Chrysler in the Canadian market. During this eleven-month period, car sales leaped ahead by more than 50%, truck sales by more than 40%.

Exports of cars and trucks from Chrysler's U.S. factories during this period also showed a gratifying trend upward. They totaled 64,000 units, representing a gain of 17%.

Clearly, Chrysler is a company on the move.

Under the new management team headed by Mr. Townsend, Chrysler has made significant progress in all phases of its world-wide operation. As 1963 neared its close, management could say with confidence that sales for Chrysler Corporation and its consolidated subsidiar-



Top level management of both Chrysler Corporation and Lippincott & Margulies firm maintains constant check on development of the Corporate Identity program. Shown here reviewing design plans are Lyn A. Townsend (seated right), Chrysler president, and John D. Leary (standing left), vice president—administration at Chrysler. Principals from L&M are chairman J. Gordon Lippincott (seated), and Walter P. Margulies, president.



Close working relationship of key personnel is required. Francis E. Cogsdill, director of the Corporate Identity office reports directly to John D. Leary (top). Mr. Cogsdill must also keep in daily touch with his own Chrysler staff, in addition to L&M personnel at the company's headquarters. Teamwork and thorough administrative control has been the touchstone of success. L&M principals confer regularly with their staff in Detroit (bottom).

ies would pass the three-billion-dollar mark by year-end; an enviable record indeed!

This list of accomplishments could go on and on; and as this year moves into the next, observers of Chrysler's new rise confidently believe that it will. They see sales increases all along the line; real strengthening of the dealership organization; expansion of manufacturing and sales in overseas automobile and truck markets, including Latin America, Australia, Turkey and the European Common Market. Clearly, Chrysler is out to win.

Completing the Picture

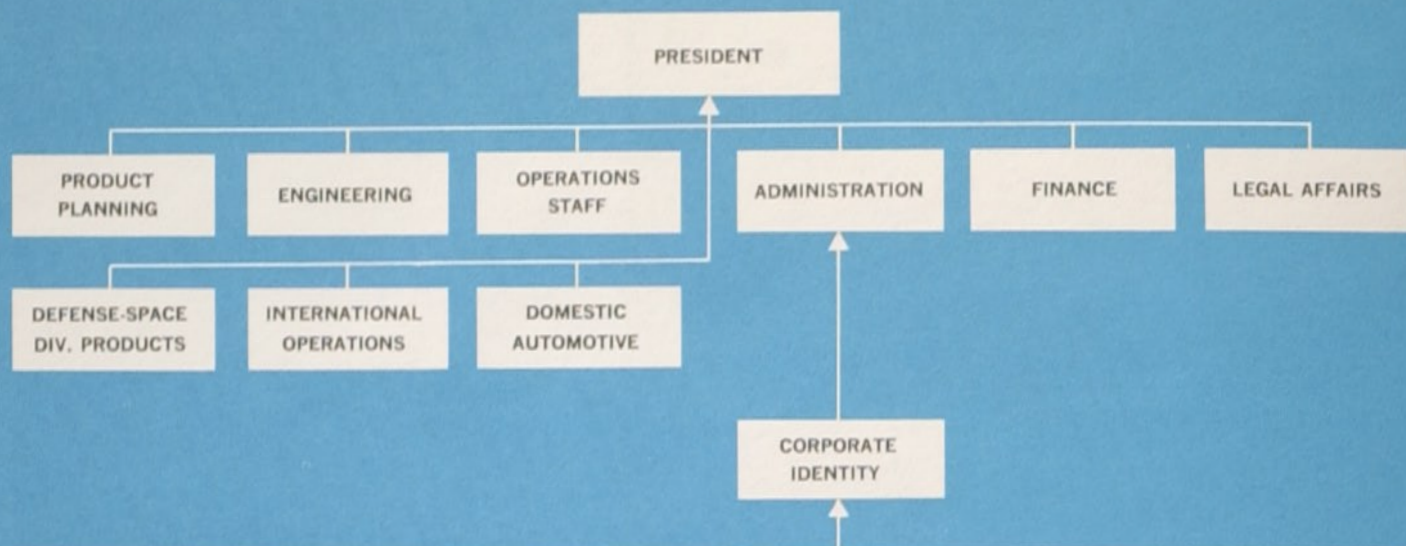
But there is one thing missing from the full story of Chrysler's continuing ascendancy.

And this is the role of Chrysler's new Corporate Identity program. The beginning came last year under the leadership of Mr. Townsend who, in turn, entrusted the program's fulfillment to Francis E. Cogsdill. As director of the Corporate Identity office, Mr. Cogsdill reports directly to John D. Leary, vice president — administration, who is responsible for all Chrysler communications, public and employee.

This issue of *Design Sense* is devoted to the unusually thorough Corporate Identity program now being implemented at Chrysler, under the supervision of Mr. Cogsdill, and through the day-to-day work of the special Lippincott design staff, working at Chrysler.

Keep in mind that can only unfold and cover pages

Let a r to



Francis E. Cogsdill (left), as director of Chrysler's Corporate Identity office, is entrusted with implementing one of the most comprehensive communications programs ever conceived for a major corporation. His office reports to the vice president — administration. Consulting with Mr. Cogsdill are Robert D. Stanley (right) and design team of the L&M firm which maintains Detroit in-plant design office. This speeds program because of close relation with Chrysler executives.

Corporate Identity: Finding and Keeping

The theory and, for that matter, some examples of Corporate Identity at work have been treated in past issues of *Design Sense* — Numbers 13 and 14. Certainly there has been exceptional interest in this subject on the part of top business management, for virtually all back supplies of *Design Sense* 13 and 14 have been exhausted by the steady demand.

In any case, a theory is best explained by demonstration, and in the story of Chrysler's Corporate Identity program which is told here, we will have our best explanation.

Mr. Townsend as president incisively summed it up when at the start of the program last year, he announced the following as the objectives of Chrysler's Corporate Identity office:

1. To build greater Chrysler Corporation awareness in the public mind.
2. To integrate all Chrysler's communications, all media, verbal and non-verbal into a cohesive whole.
3. To help Chrysler's marketing achieve its objectives.

These three objectives are attractive for their simplicity, practicality and comprehensiveness. Their fulfillment will greatly affect the future of the company — its divisions and subsidiaries, dealers, stockholders, its suppliers, and in fact, the very gratification of the American and foreign customers who purchase Chrysler's numerous products.

Identity / Communications / Profits

The aims of the Chrysler program, of course, can be expressed in many ways. Perhaps one way is to say that through these efforts to integrate all communications and relate them meaningfully to the parent corporation, the funds Chrysler expends on its communications will be employed in the most efficient way.

The speechmakers can call this "maximizing the communications dollar." To the Chrysler Corporation, it means achieving the most for every dollar expended in the entire arena of marketing communications — *visual and verbal*. Its intent is total, including all instances of corporate expression, from company stationery and internal literature, through all-media advertising, products and packaging, the exterior and interior design of both corporate facilities and the dealerships.

We are all familiar today with the arduous task of communications in the marketplace. The welter of messages that crowd upon us, by their very number, confusion and insistent repetition, as often as not leaves us bewildered, or cynically indifferent; sometimes quite frankly hostile.

It doesn't have to be that way, of course. If sensible order is instilled in marketing communications, benefits accrue not only to the consumer but also, most definitely, to the manufacturer and the dealer as well. This is what Corporate Identity is all about.

There is another word for it: Profits.

The consumer, be he a car buyer or a purchaser of industrial goods, has his buying inclinations enhanced and stimulated when, through an ordered, integrated and memorable approach, he becomes impressed with the company's stability, integrity, scope and diversification, and the high quality and good taste of its many products.

He becomes, thus, impressed at any and every point in his experiential contact with any and every member, be it product or division, within the corporate family. Because the interrelation of all the elements of identification is planned in a favorable, integrated and memorable way, the customer's warm and positive response to any particular product or divi-

sion within the corporate family carries over to the next.

This cannot be done when the company's marketing communications are fragmented, unrelated one to the other, or in conflict.

Corporate Identity systems, however, should not be the same for one company as for another. Not by any means. Nor is it meant that one company should necessarily have Corporate Identity in the same way, to the same degree, as another company. One corporation's problems are not another's, and each situation must first be investigated and analyzed before solutions can be offered.

Self-Awareness Comes First

This is precisely what happened at the Chrysler Corporation. It had become aware under the guidance of Mr. Townsend and through its own research, as well as that of the design and marketing teams at Lippincott & Margulies, that —

the images in the minds of the publics of the far-flung Chrysler enterprises were not as sufficiently clear and consistent and dynamic as they should be, in view of the true stature, scope and capabilities of the international company.

Chrysler realized, of course, that there were impressions affecting its corporate image — the way people react, emotively, to a company — that could not be controlled. With some 80,000 employees in the United States alone, and plant and dealer facilities all over the world, this was obviously impossible. And, human nature being as rich and diverse as it is, such absolute "image managing" is by no means possible, or desirable; it would be incredibly dangerous, as well as foolish, to think otherwise.

But there was one area in which Chrysler could exert creative influence on the kind of

image (in reality, *images*) held in the minds of its publics. This was in the area of sensory impressions — especially those impressions perceived as Corporate Symbol, Corporate Nomenclature and the Corporate Look.

Determining what people will see lies within a company's power. Determining what people will see is an attempt at establishing *identity*. Corporate Identity. The right identity. And this consciously planned program of Corporate Identity, if carefully researched, creatively designed, and forcefully and consistently implemented, will affect favorably and energetically the image of the corporation.

Determining what people will see lies within a company's power. As Chrysler learned, it can consciously program sensory impressions not only by way of symbolization and nomenclature, but also through external and interior design, advertising, public relations, and print media of all kinds; signage, car brand and divisional signature, and the consistent use of color — the whole spectrum of visual and word communications.

Determining what people will see lies within a company's power. Here was the key, and it was Chrysler's. After months of research and analysis that penetrated every aspect of Chrysler's communications system, including hundreds of dealership showrooms; corporate letterheads, bills, checks, etc.; advertising campaigns; corporate and divisional signage; the appearance of trucks and water towers; brochures and reports; all the way to the exterior and interior design of plants and other facilities — after months of this kind of painstaking and documented research, the Lippincott & Margulies design and marketing teams made their recommendations to Chrysler's management.

They began with the Pentastar.

COMPARATIVE RATE OF INCREASE FOR U.S. INDUSTRY DURING 10-YEAR PERIOD

	1950	1960	CHANGE
COMMUNICATIONS COST (Measured Media)	5.7	11.9	+108.4%
BUSINESS INCOME	242.0	417.0	+ 72.3%
PROFITS	43.0	44.0	+ 4.3%

In Billions of Dollars

Source: Statistical Abstract and Survey of
Current Business (U.S. Dept. of Commerce)

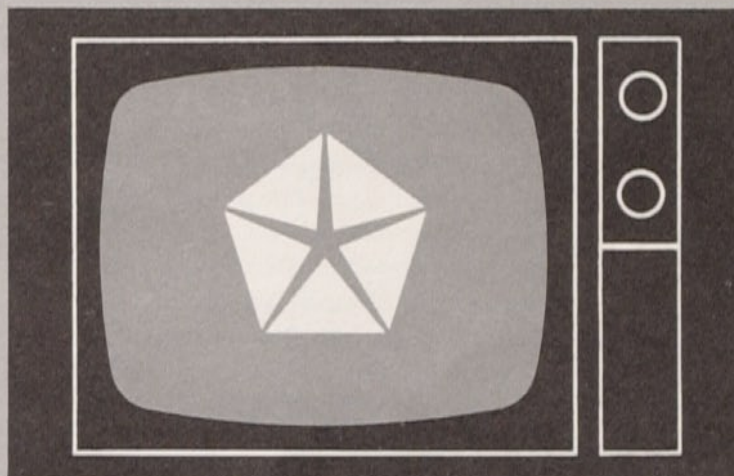
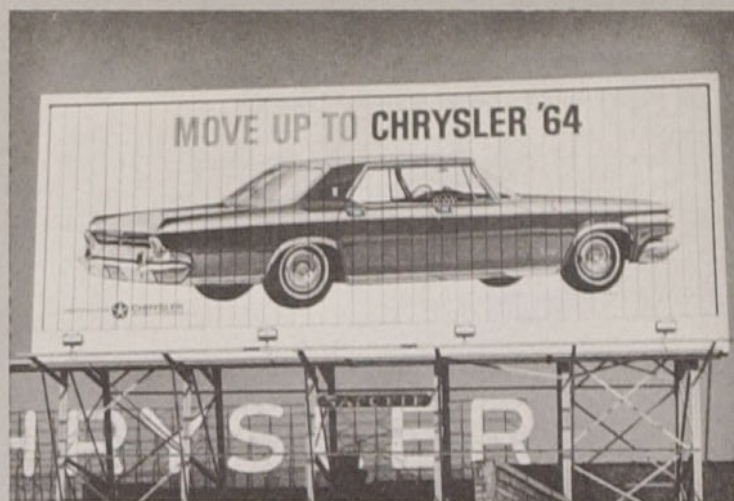
COMPARATIVE BUDGETS OF U.S. AUTO MANUFACTURERS SPENT DURING 1962 FOR ADVERTISING COMMUNICATIONS

GM	\$113,000,000
FORD	68,000,000
CHRYSLER	41,000,000

(Measured Media)

Source: Advertising Age/Aug -63

With communications costs outpacing income and profits rise (top chart), industry should maximize benefits from each dollar spent. With its Corporate Identity system, Chrysler's expenditures (bottom chart) are set to achieve much more per dollar. Each message (right column) enhances all others through consistent use of identification, such as on billboards, TV, car brand and corporate advertising.



The Pentastar: Mark of Chrysler

This is the way Mr. Cogsdill, director of Corporate Identity at Chrysler, describes the significance of the Pentastar and how it will be used:

"The Pentastar, together with the specially designed logotype, is our new corporate signature. It is the major element in our Corporate Identity system.

"It will appear eventually in all our visual communications. For example, our divisional and corporate advertising, in all media, is using it. It is appearing on our plants, our office buildings, our trucks, water towers, all our physical facilities. Dealerships will increasingly display it. Publications, products packaging and written communications, internal and external, will show the corporate mark, the Pentastar, and when appropriate, will be accompanied by the identifying logotype."

Why the Pentastar?

Through research and analysis, over many months, the Lippincott & Margulies design and market teams were able to develop a design platform for the symbol, the corporate mark, that was to be Chrysler's. The criteria they established indicated that the new mark must be a comprehensive identifying corporate symbol. Effective as the company's previous Forward Look symbol had been, it had become dated through its being associated as a car styling device. In addition, the Forward Look symbol had never received consistent down-the-line corporate implementation so vital to establishing it as a permanent corporate mark.

The Pentastar clearly had the impress of permanence. Testing had established that for Chrysler's needs and because of its stature, a

mark of classic appearance was called for. Furthermore, design criteria indicated that the overall corporate mark had to be:

- * Memorable.
- * Appropriate to product/divisional use.
- * Flexible for a variety of applications.
- * Strong in initial impact.
- * Unique and different.

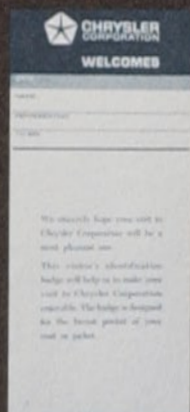
The symbol, the clean and crisp Pentastar, became the top recommendation. It was simple, direct, powerful. It announced the company and its products as progressive and contemporary, as stable and strong; and the precision-engineering for which Chrysler had become famous was reflected in the jewel-like clarity of the mark's outline. By the end of last summer, Chrysler management had accepted the recommendation. The Chrysler blue was to be the main color motif. The program was under way. The new identifier became destined for all media of communications, from stationery to signage, from advertising to exterior and interior design, from trucks to water towers.

Major Steps Taken

It was also at this time that the Chrysler Corporation, at Mr. Townsend's initiative, took another precedent-setting step: the organizing of a special Corporate Identity office on a high management level. Thus, by structuring the program and the responsibility for implementing it on such a top level, Mr. Townsend made it possible for the Corporate Identity program to achieve its purpose. The program, under this organizational set-up, is centralized, controlled and properly administered.

Through Mr. Townsend's involvement and leadership, it became clear that the Corporate Identity program was to become a strong element in Chrysler's progress in the months and years ahead. It is this kind of convinced leadership that is so necessary to the program's successful implementation throughout the entire corporate structure.

The fact also that Mr. Leary, as vice president—administration, reporting directly to Mr. Townsend, has been designated as the top authority in management to whom Mr. Cogsdill reports is another, and convincing, demonstration of the corporation's commitment. Mr. Leary must bear the challenging responsibility of overseeing the program in all its world-wide ramification. As a senior Chrysler officer and member of the board of directors, long familiar with the company's diverse interests, Mr. Leary is the key figure in the overall corporate communications system.



"Effective corporate communications are impossible without careful and consistent implementation," Mr. Leary has said. "We are going to make sure our identity as a keystone of communications receives this kind of implementation right down the line. It's a program of utmost importance to the Chrysler Corporation and our job is to see that it gets carried out, properly and quickly."

Mr. Townsend as president of the Chrysler Corporation sounded the underlying importance of the program when he said:

"Customers buy more than a product. The pressures of a free, competitive marketplace, coupled with our country's extremely rapid technological development, have generated a situation in which the customer tends to 'buy' the company that makes the product. They 'buy' its character, its size, its sincerity, the confidence it inspires."

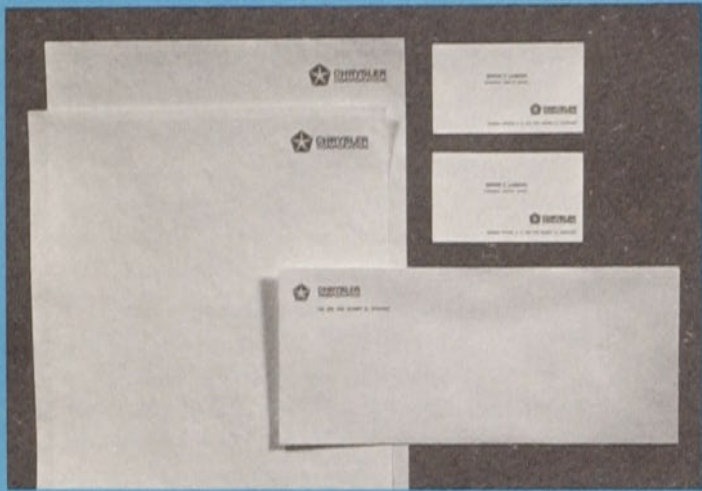
"Thus, the function of our Corporate Identity system is to influence constructively the image of Chrysler as a corporation."

Corporate Identity Manual

Chrysler's leaders know the importance of leadership by persuasion—within as well as outside the many component parts that make up, and contribute to, the life-stream of the Chrysler world-wide industrial enterprise.

This aspect of Chrysler's Corporate Identity plans is clearly pointed out in the Corporate Identity Manual which has been distributed to several hundred key personnel throughout the corporation as well as its many service agencies. In the manual there are clear directions as to which Corporate Identity actions are mandatory and which are permissive.

Prepared by the Lippincott & Margulies staff, and based upon experience the firm has gained from its many previous Corporate Identity campaigns, the manual has become a major element in the implementation of Chrysler's aims. It shows in detail how the new corporate mark and nomenclature may be applied, as a corporate signature, a divisional or subsidiary signature, to all visual media in order to achieve consistency of impression. It had to be skillfully written in order not to discourage the creativity of those commissioned to carry out the program. Chrysler's manual cogently explains the rationale motivating the new system. Profusely illustrated, it differentiates between what is mandatory and what is permissive. Above all, it carries the imprint of a major policy directive.





CORPORATE SIGNATURE GRAPHIC MATERIAL

The corporate signature, comprised of jewel-like Pentastar and appropriate logotype, is primary graphic means of identification.

FACILITIES AND EQUIPMENT

World-wide facilities, such as plants and water towers, prominently show Chrysler's distinctive signature.

TRANSPORTATION

Visual identification made here receives very wide exposure; must be clear and consistent.

PRODUCT IDENTIFICATION

Chrysler products, such as in the automotive line, make appropriate use of the corporate identifier, the Pentastar.

EXHIBITS AND TRADE SHOWS

The Chrysler identification system extends everywhere the company makes a communication. Exhibits, displays and trade shows are important examples.

PACKAGE DESIGN

Packaging for the company's many and various products is another vehicle for Chrysler's corporate identification.



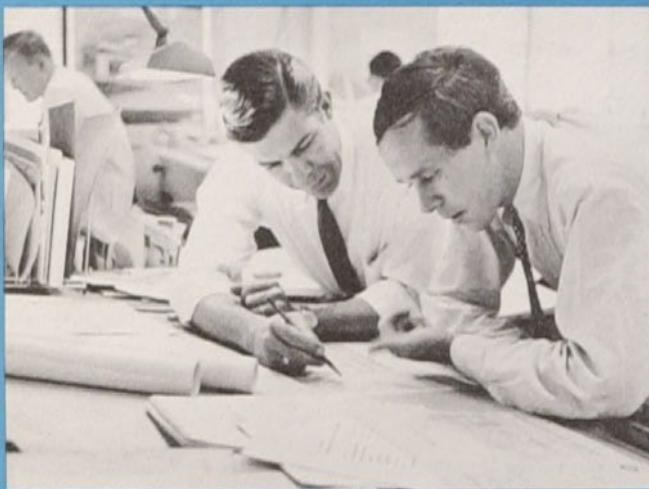
CORPORATE IDENTITY MANUAL

Techniques for implementing Chrysler's program are set forth in the Corporate Identity Manual, which is distributed to key personnel. Manual covers mandatory and permissive aspects of the overall program.



Vital relation of Chrysler's Corporate Identity program to the strengthening of automobile dealerships is recognized by company management. Shown here are Chrysler president Lynn A. Townsend, standing; Edward C. Quinn, vice president-domestic automotive (left); and V. E. Boyd, vice president-automotive sales (right). These men stress the full carrying out of the program throughout the dealership ranks, which includes exterior and interior design, signage and consistent use of identifying colors.

Profits in Planning: Dealerships



Lippincott & Margulies maintains an in-plant design staff right at the Chrysler headquarters in Detroit. L&M principals meet frequently with team members to discuss program developments. In-plant operation facilitates implementation by having short and direct lines of communication always open with Chrysler's own Corporate Identity office. A good deal of design creativity is concentrated in moving the dealership program forward in all areas. This effort is essential to Chrysler's goals.

Early in August last year, Chrysler's Corporate Identity system on the dealership level was launched formally at the meeting of the sales divisions field forces in Detroit.

"Dealerships are absolutely essential to the success of our Corporate Identity program," Mr. Cogsdill has emphasized. "They are the corporation's chief representatives in the public's mind. Therefore, holding such an intensely responsible position, Chrysler dealerships must be strengthened in such a way that their communications, both visual and verbal, accurately reflect the corporation's overall identity goals. In this way, as the program continues, more and more dealerships will come to be planned and designed for increased profitability. The beautiful thing about our Corporate Identity system is that every part of it enhances — *and in terms of profits* — all the other participating parts.

"It is important, then, to gain thorough participation. We anticipate a major strengthening of our dealerships, through dealers' participation in Chrysler's Corporate Identity system."

Mr. Townsend expresses it this way: "The company that produces the best quality products, sold and serviced through strong dealerships, will sell the most cars. Chrysler's dealership program is the program that to me holds the most interest and has the biggest potential. Implementation of our Corporate Identity program among our dealers is all-important."

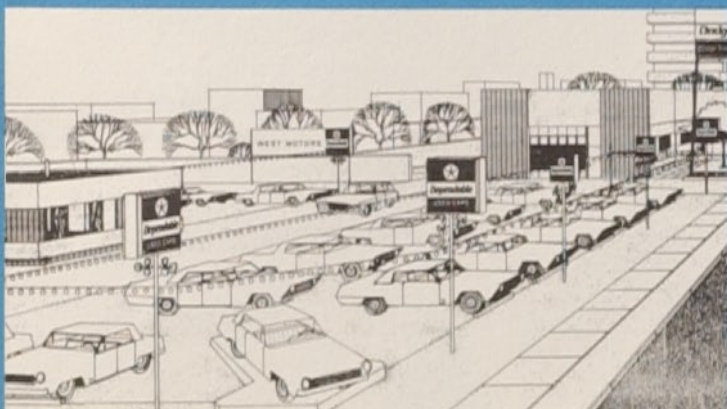
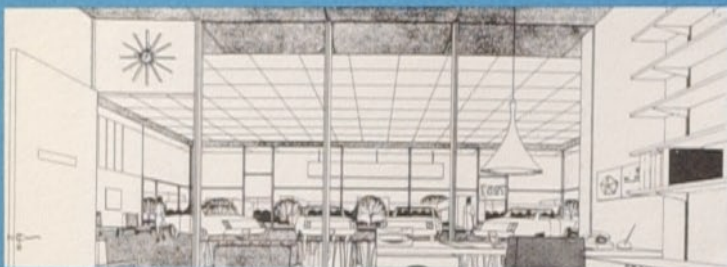
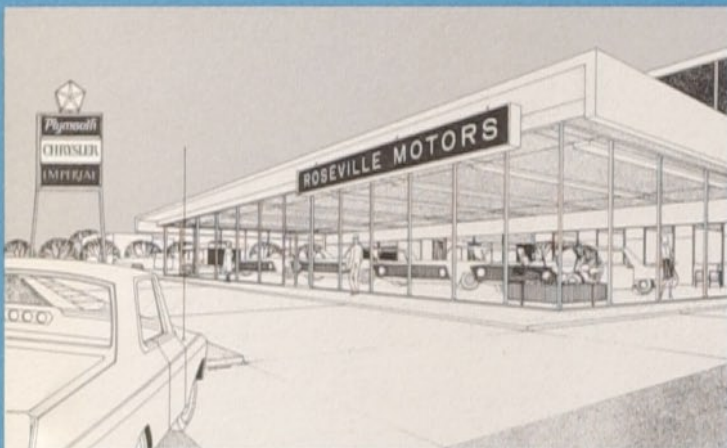
Carrying the Message

Following the annual sales division field representatives' meeting and subsequent announcements to dealers during the introduction of the 1964 models, presentation of the Chrysler Corporate Identity system proceeded throughout the company's dealerships.

This entire effort is strictly in line with



Already alert Chrysler automotive dealers are embarking upon re-design, signage and space planning projects to take advantage of the company's Corporate Identity system. They are dovetailing their visual and verbal presentations to the public into the overall communications program, thus taking advantage of all the other Chrysler impressions being made, in a consistent and memorable fashion, through all-media advertising and promotion.



INTERIOR DESIGN

The arrangement and size of dealers' offices, showrooms and entrances are detailed for maximum sales benefit. Prototype layouts are being used to assist dealers in profit-making planning for interior design.

EXTERIOR DESIGN

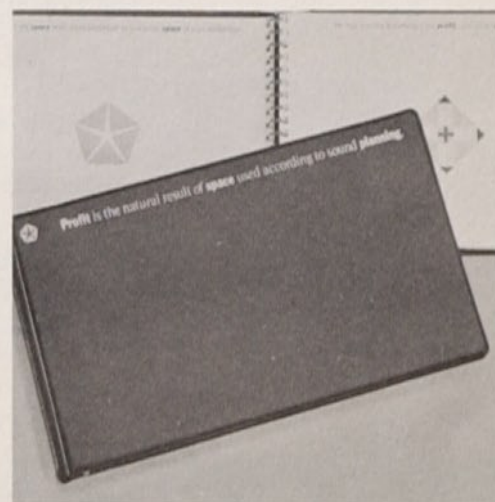
Radical innovations are not necessary for dealership design. This can be accomplished with coordinated, selected improvements such as better showroom visibility or a new facade. All changes are set to identify dealer with Chrysler company.

SPACE PLANNING

Dealers are helped to analyze their physical facilities for the most advantageous—sales-making—use of space. This aid to dealers is basic to Chrysler's determination, as a part of its Corporate Identity system, to strengthen its dealership network.

SIGNAGE

Dealership signage must identify the car brand, the dealer who sells that brand and the corporation which makes it. Chrysler dealers are being instructed in the use of such signage, which includes appropriate brand colors, consistent logotype and, of course, the corporate mark: the Pentastar.



DEALERSHIP FACILITIES MANUAL

The conviction with which the Chrysler Corporation is putting into effect its identification program throughout dealer ranks is well-illustrated by the Dealership Facilities Manual. This manual details creative actions dealers can take to be a vital part of the company's program, thus stimulating sales.

Mr. Townsend's fundamental aim of upgrading and expanding Chrysler's dealerships. The corporation is proceeding on a systematic program, moving from one metropolitan area to another, relocating some dealers and adding still others. Since fall 1962, there has been a net increase in the number of dealerships for cars and trucks of the Chrysler Corporation.

"Before, we didn't have distribution balanced with production strength," says Mr. Townsend. "We believe now that we have gained real product strength, and we intend to match this product strength with dealer strength.

"No matter how much pre-selling there is, cars still must be finally sold one at a time by the retail salesman. His concern is my concern. In the long run, if we want to increase sales, we have got to have better dealers, better showrooms, better service facilities — *and they will all gain sales strength from our Corporate Identity system.* It is this system which will tie us all together into a cohesive whole, so that there is no mistaking anywhere along the entire sales channel that here is a Chrysler Corporation product, outstanding by reason of its brand, embodying design-engineering-manufacture; the dealer who sells it; and the corporation which makes it."

Dealership Facilities Manual

In developing the Corporate Identity system for implementation among Chrysler dealers, the Lippincott & Margulies teams were mindful that the definite benefits accruing to the dealers, through participation in the program, must be made clearly known to them.

The Dealership Facilities Manual is aimed specifically at this objective. The manual was prepared under the guidance of Lippincott & Margulies after months of study and research with the sales divisions staffs in the field. With-

out any doubt, the facilities manual is the prime catalyst in Chrysler's Corporate Identity system, as well as being the dealer's guide to greater profitability. It has become an important tool used by the corporation's sales field force to convince the corporation dealers that following through on the Corporate Identity system is "the way to put the sales effort of the entire Corporation to work for you."

Not only does the manual deal with Corporate Identity implementation, through signage, exterior and interior design and the use of color, but it also describes for the dealer ways in which he can improve upon the use of his building and site; how, through better planning, his showroom, service and storage facilities, and his sales-closing offices can be improved for greater sales and profitability.

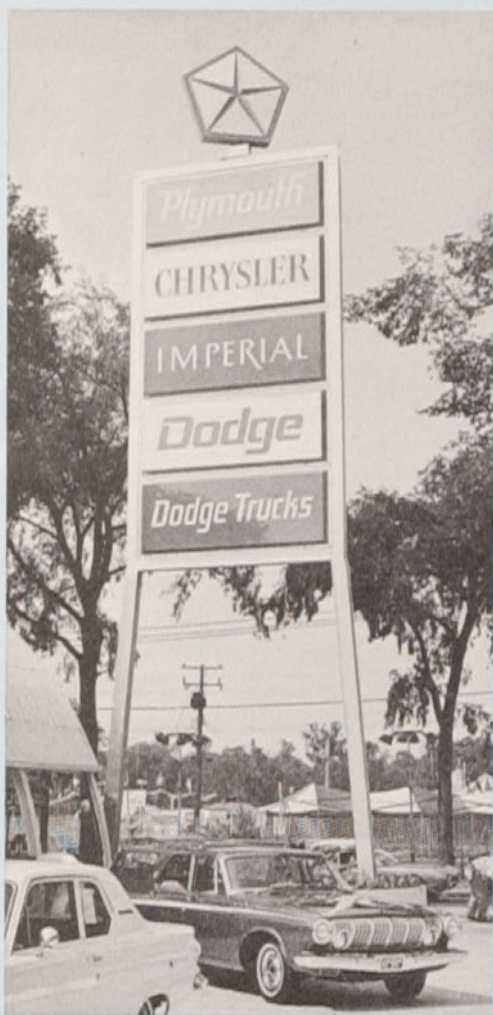
The Lippincott & Margulies exterior and interior design department had made a great number of studies of actual dealerships, in order to base their recommendations on sound principles of economy, the need for design flexibility, as well as the elements of consistent appeal, reflective of the corporation's identification system.

Repetition is a Powerful Force

The dealer manual brings home the fact that "repetition is a powerful force, basic in all selling." When, all over the country, memorable and consistent impressions are made by dealerships upon their car-buying publics, through brand, dealer and corporate identifiers, the accumulative sales effect of this system will be a dynamic one indeed.

Seen across the country, this coordinated system of brand, dealer and corporate identification, applied on Chrysler Corporation dealerships, builds a powerful and consistent image of sales-making value to all dealers.

It takes advantage of the impact of national



Michigan State Fair Exhibit 1963

Shown above are the car brand signage modules that are rising over Chrysler Corporation dealerships. The signs are fitted into related pylon sizes, atop of which is the Pentastar which can be revolving or stationary. Consistent use of colors and car brand logotype is required.



advertising and promotion behind the line of cars or trucks it sells. Because of the program's interrelated components, it gives the dealers' customers a favorable impression of the size and solidity that is Chrysler's. What each prospect sees in Chrysler Corporation dealerships will relate directly to what he has seen, or heard, through newspapers and magazines, television and radio.

What the Customer Buys

As the dealer manual points out, "A sound identification plan, one which provides real sales help, must establish three things in the mind of each prospect: *the brand itself, the dealer who sells that brand and the corporation which makes it.*"

First, the car brand. This is the primary interest of the prospective buyer. As the Chrysler manual indicates, any customer has already received a great number of sales messages regarding the brand before he thinks of going to the dealer's showroom. Therefore, the dealer must see to it that his signage, his buildings' design and color, for instance, should immediately identify him as the *source of the brand* in which the customer is interested. And that identity must be in a visual form similar to what the customer has seen in prior-perceived messages.

Next, the dealer. Every car buyer is concerned with the dealer's reputation as a businessman, his knowledge of quality and his reliability in servicing and caring for his customers. Therefore, if the dealer has clearly established his own identity, through local advertising as well as the appearance of his dealer facilities, as being unmistakably in line with that of the brands, he will have realized the utmost benefit from the overall Chrysler identification system.

Finally, the corporation. This is very much

on the customer's mind. The customer wants to know what company stands behind the brand of cars he is buying. The Chrysler manual points out that he invariably has confidence in large, well-known manufacturers with reputations for engineering leadership and styling acceptance. Therefore, the customer must be informed immediately of the identity of the corporation making the car or truck he is interested in buying. The dealership must announce this relationship in a forceful way — and this is already being accomplished — thus becoming in the customer's mind the focal point in a vast and responsible organization.

Success is Contagious

The Pentastar is at the heart of this total identity system. Already the Pentastar has risen over dealer outlets that are moving in stride with Chrysler's ever-expanding program. The corporation's symbol of crisp, classic design is to be seen everywhere the company makes a communication: and this *everywhere* is a mutually supportive *everywhere* that adds up to one of the most ambitious Corporate Identity programs.

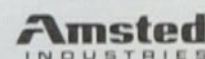
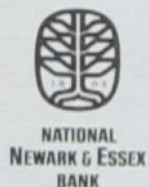
Chrysler dealers already have the feel of new success. Demand and sales have been mounting with increasing tempo, and the pace is further quickened by the alert dealers who are determined to become an integral part of the identity program. They are doing something much more than just a sprucing up of their facilities. They are embarking upon a campaign of exterior and interior design, of profit-making space planning within their facilities, of new and attractive signage, of advertising and promotion — all dovetailed into Chrysler's comprehensive and far-reaching Corporate Identity system. For the dealers know that clear, strong and consistent identity creates greater profitability. They, too, are taking part in the Chrysler ascendancy.



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